## ORDER

Order / Rev: 37539 Orders

> Alt Order #: 08878940

Product Desc: BERKLEY/SENATE/D

Estimate:

10/09/12 - 10/15/12 Flight Dates:

Original Date / Rev: 10/08/12 / 10/08/12

Order Type: **GENERAL**  KLAS

Mike Jones

Primary AE:

Sales Office: K-WAS

National

Agency

Name:

**Shorr Johnson Magnus** 

**Buying Contact:** 

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Agency Commission:

Billing Calendar:

Sales Region:

Billing Type:

Billing Cycle:

Broadcast

00:15:00

Cash

EOM/EOC

15%

Advertiser

Name:

Priority:

Berkley, Shelley - D-USS

Demographic:

A35+ PO1

Product Codes:

LV2

Revenue Codes: AGY, POL, CAND New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

# Spots Gross Amount Net Amount Start Date End Date 6 10/01/12 10/15/12 \$2,475.00 \$2,103.75 **Totals** 

Month	# Spots	Gross Amount	Net Amount	Rating		
October 2012	6	\$2,475.00	\$2,103.75	0.00		
Totals	6	\$2,475.00	\$2,103.75	0.00		

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Total \$2,475.00		
KLAS	30%			
Market	100%	\$8,250.00		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$2,062.50		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$412.50		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	8	10/09/12	10/15/12	Ellen	СМ	3-4p	MTWTF	:30	5	\$425.00LV2	0.00 NM	5	\$2,125.00
				Ellen									
	ELLEN												
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10.	/09/12	10/15/12	MTWTF	5	\$425.00	0.00						
2	8	10/14/12	10/14/12	CBS News Sunda	ay Morr@M	CBS Sunda	y MorniS	:30	1	\$350.00LV2	0.00 NM	1	\$350.00
				<b>CBS News Sunda</b>	ay Morning								

Print Date: 10/08/12 12:28:48 Page 2 of 2

Totals

6

\$2,475.00

Berkley, Shelley - D-USS Order / Rev: 37539 Advertiser: BERKLEY/SENATE/D Alt Order #: 08878940 **Product Desc: KLAS** 10/09/12 - 10/15/12 Estimate: Flight Dates: Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **SUN MORN** Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating ----s 0.00 Week: 10/08/12 10/14/12 \$350.00